



Mundelein Park & Recreation District

<http://www.mundeleinparks.org>

NEWS RELEASE

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MUNDELEIN PARK & RECREATION DISTRICT INTRODUCES NEW LOGO

Logo evolves with District

Mundelein, Illinois—Mundelein Park and Recreation District is introducing a new logo to the community on April 8. The new logo symbolizes the fun and enjoyment experienced at its parks, recreational facilities and programs.

The logo was designed in-house by Marketing Manager Christa Lawrence with input from the “Logo Task Force” made up of representatives of each department in the District, a member of the community and with the Park Board. The new logo features a central figure surrounded by multiple shapes representing nature, fun, family, and positive, uplifting experiences.

“The District’s tagline is *Connecting our Community* and the logo was designed to show these connections,” said Lawrence. “The figures within have a playful and fun quality which

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represents our **connection to fun**. By making the figures different sizes, we show our **connection to programs and services for people of all ages and families**. The figures with their arms outstretched and the sun rays above represent our **connection to positive/uplifting experiences**.” Lawrence further explained, “The leaf, water and sun ray shapes illustrate **our connection to nature**. In addition, the water shape represents ponds at our parks, Diamond Lake Beach, Barefoot Bay, Spray Park, swimming lessons and water fitness classes. This symbolizes our **connection to parks, facilities and recreational opportunities**.”

The new logo replaces the four circles of trees that was created over 40 years ago and remained the same ever since. “Over the years we have grown and evolved, as has the community, and now our logo has as well.” said Executive Director Margaret Resnick.

The logo will be a gradual rollout with residents seeing it implemented in the newest edition of Connections (the Park District’s seasonal program brochure) arriving in mailboxes the week of April 8, on social media channels and website.

Established in 1954, Mundelein Park District has 33 park sites offering over 700+ acres of open space, playgrounds, ballfields, lakes and trails. It offers over 1,000 yearly programs, including tennis and dance lessons, martial arts, softball and basketball leagues, swim instruction, art and music classes, health and wellness programs, culinary classes, adult day trips, science classes, family special events and day camps. For more information about Mundelein Park District programs and facilities, visit www.mundeleinparks.org, or follow us on Facebook, Twitter and Instagram at @mundeleinparks.